arrangement and at least one processing unit coupled to the memory arrangement, the method comprising the steps of:

storing in the memory arrangement product inventory information related to the inventory of the selling entity;

storing in the memory arrangement configuration information related to selling entity products offered for sale by the selling entity;

obtaining information regarding a customer's needs related to the selling entity products;

interactively selecting one or more user-selectable product options to define a configured product which satisfies the customer's needs using the stored configuration information to constrain selection of the product options; and

identifying from the inventory of the selling entity, using the stored inventory information, one or more available [or buildable products] which exactly [or most closely correspond] corresponds to the configured product;

when an identified available product that exactly corresponds to the configured product is not found in the stored inventory information, identifying one or more products:

that most closely correspond to the configured product; and

that corresponds to a buildable product.

8. (Twice Amended) A computer system implemented method for facilitating a sale of a product from an inventory of a selling entity, the computer system including a memory arrangement and at least one processing unit coupled to the memory arrangement, the method comprising the steps of:

storing in the memory arrangement product inventory information related to the inventory of the selling entity;

storing in the memory arrangement configuration information related to selling entity products offered for sale by the selling entity;

obtaining information regarding a customer's needs related to the selling entity products; and

interactively selecting one or more user-selectable product options to define a sellable product which satisfies the customer's needs using the stored configuration rules and the stored product inventory information to constrain selection of the product options to product options available in [either] the available [or buildable] inventory of the selling entity;

when a product that includes the one or more user-selected product option does not exactly corresponds to a sellable product found in the stored inventory information, identifying one or more products:

that most closely satisfy the customer's intended use of the product; and

that corresponds to a buildable product.

9.   (Twice Amended) A computer system implemented method for facilitating a sale of a product from an inventory of a selling entity, the computer system including a memory arrangement and at least one processing unit coupled to the memory arrangement, the method comprising the steps of:

storing in the memory arrangement product inventory information related to the inventory of the selling entity;

storing in the memory arrangement configuration information related to selling entity products offered for sale by the selling entity;

obtaining information regarding a customer's needs related to the selling entity products;

presenting <u>one or more user-selectable</u> product options to a user of the computer system for selection by the user to define a configured product which satisfies the customer's needs using the stored configuration information to constrain selection of the product options; and

providing an indication to the user of the computer system, based on the stored inventory information, of whether selection of [the] a particular presented product option, if incorporated into the configured product, would preclude obtaining the product from the available [or buildable] inventory of the selling entity;

<u>when a product that exactly corresponds to the configured product is not found in the stored inventory information, identifying one or more products:</u>

<u>that most closely satisfy the customer's intended use of the product; and</u>

<u>that corresponds to a buildable product.</u>

10.   (Twice Amended) A computer system implemented method for facilitating a sale of a product from an inventory of a selling entity, the computer system including a memory arrangement and at least one processing unit coupled to the memory arrangement, the method comprising the steps of:

storing in the memory arrangement product inventory information related to the inventory of the selling entity;

storing in the memory arrangement configuration information related to selling entity products offered for sale by the selling entity;

obtaining information regarding a customer's intended uses of a product to be purchased;

assigning a corresponding value to each of the customer's uses depending on an

importance of the use to the customer, and

identifying, using the stored inventory information and the obtained information

regarding the customer's intended uses and corresponding value, one or more products which are

in the [buildable or] available inventory of the selling entity and which exactly [or most closely]

satisfy the customer's intended use of the product;

when a product that exactly corresponds to that exactly satisfies the customer's intended

use of the product is not found in the stored inventory information, identifying one or more

products:

that most closely satisfy the customer's intended use of the product; and

that corresponds to a buildable product.